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# PATENT ABSTRACTS OF JAPAN

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(71)Applicant : FORVAL CORP

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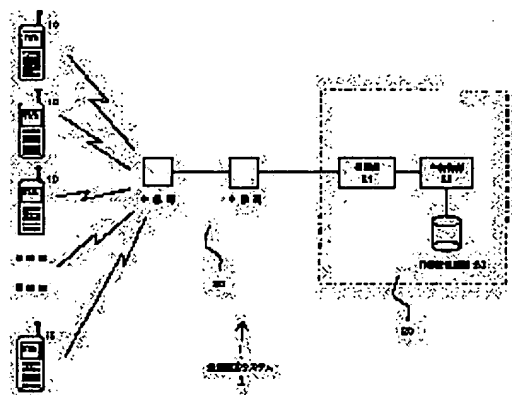
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AKIYAMA NAOTAKA

## (54) COMMUNICATION PRIZE SYSTEM AND TERMINAL DEVICE THEREOF, AND COMMUNICATION MARKET RESEARCH SYSTEM AND TERMINAL DEVICE THEREOF

### (57)Abstract:

**PROBLEM TO BE SOLVED:** To provide a system, where a subscriber can subscribe any number of times by connecting an answerer to a center device via an information communication network and by means of a subscriber operation of a caller for subscription to a prize sponsored by a sponsor, deciding the hit or miss on the spot to the subscription sent from a terminal station and replies immediately the deciding result to a terminal device via the information communication network.

**SOLUTION:** A communication part 21 can receive data which are other than the voice data sent from the portable telephone sets 10 and also is required to send these data to the telephone sets 10. A main control part 22 controls a center device 20 including the communication part 21, etc., in a generalized way. The part 22 also generates the random numbers and decides the hit or miss of the prize subscription. When only the persons who inputted each prescribed password can subscribe to a prize, the part 22 requests every subscriber to input his password and decides whether the inputted password is correct.



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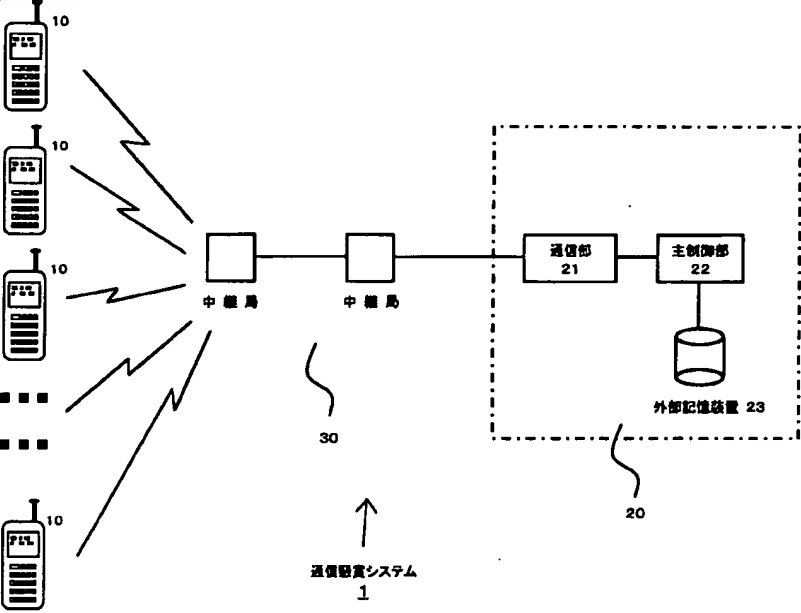
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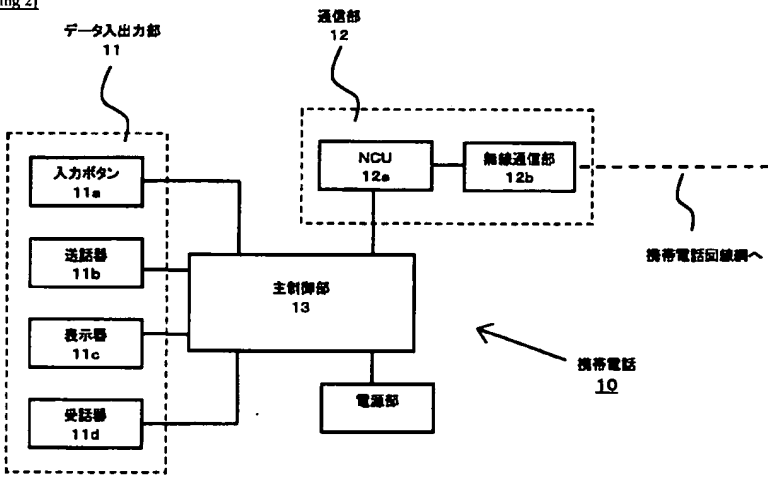
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DRAWINGS

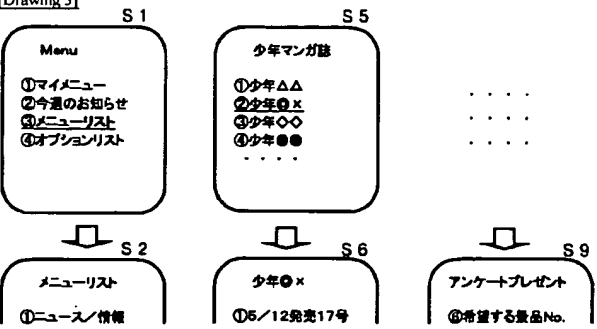
[Drawing 1]

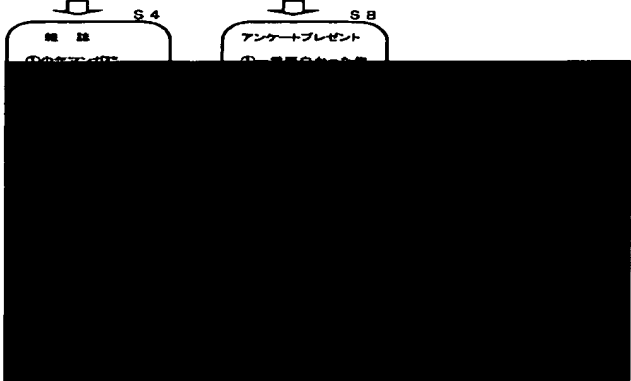
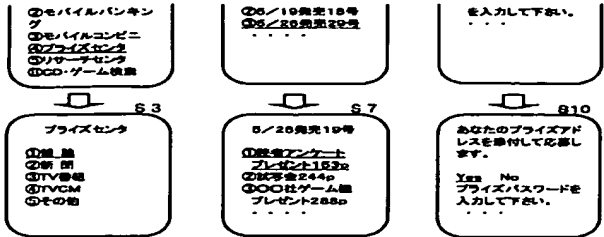


[Drawing 2]

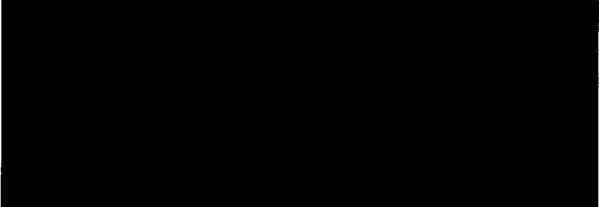
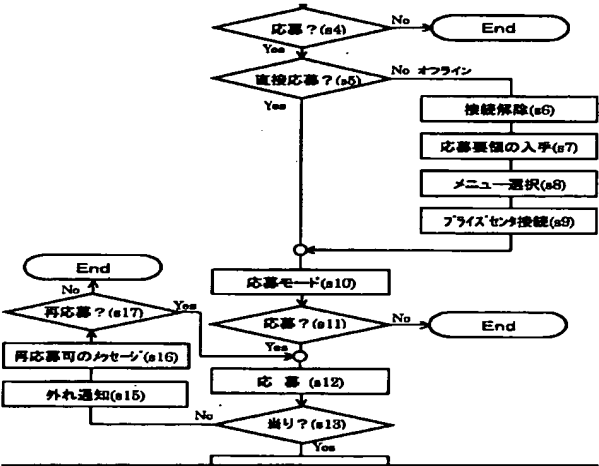
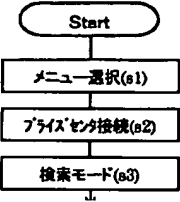


[Drawing 3]

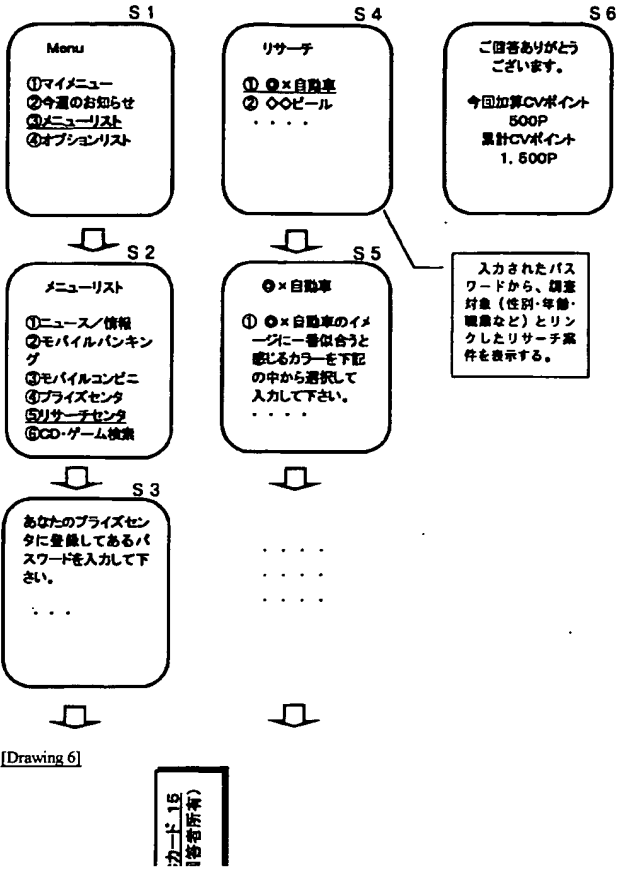




[Drawing 4]



[Drawing 5]



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DESCRIPTION OF DRAWINGS

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[Brief Description of the Drawings]

[Drawing 1] It is drawing showing an example of the system configuration of the communication prize system which is the 1st mode of this invention.

[Drawing 2] It is the example of a block block diagram of the cellular phone as a terminal unit of drawing 1 .

[Drawing 3] It is drawing showing an example of the screen display of the terminal unit in the communication prize system which is the 1st mode of this invention, and a field cellular phone.

[Drawing 4] It is the flow chart which shows the example of a series of flows of the prize in the communication prize system which is the 1st mode of this invention.

[Drawing 5] It is drawing showing an example of the screen display of the cellular phone as a terminal unit in the communication market survey system which is the 2nd mode of this invention.

[Drawing 6] It is a \*\*\*\*\* block diagram about the flow of the value in the communication market survey system which is the 2nd mode of this invention processed electronically.

[Description of Notations]

1 Communication Prize System (and it is Communication Market Survey System) [ 2nd Mode ]

10 Terminal Unit (Cellular Phone)

11 Data I/O Section

12 Communications Department

15 IC Card

20 Center Equipment

21 Communications Department

22 Main-Control Section

23 External Storage (Database is Accumulated)

25 ATM (Automatic Cash-Drawer Making a Deposit Machine of Value Processed Electronically)

30 Information Communication Network (Cellular-Phone Line Network)

40 Store Etc.

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[Translation done.]

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## DETAILED DESCRIPTION

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[Detailed Description of the Invention]

[0001]

[The technical field to which invention belongs] this invention relates to the terminal unit used for the communication market survey system and this which reply to market survey using the terminal unit and communication line which are used for the communication prize system and this which subscribe a prize using a communication line.

[0002]

[Description of the Prior Art] A prize is held for the purpose of market survey etc. for the purpose of PR (sales promotion) of goods or service. Most is carried out by, as for a prize, the sponsor's carrying a prize application advertisement to a newspaper, a magazine, TV, etc., and a reader and a televiewer looking at this advertisement, and subscribing by mail, such as a postcard. For this reason, a lot of mail will reach a sponsor's origin. A sponsor divides common mail and the application mail concerning a prize by the handicraft, after the application period end, does lottery work out of application mail, and is classifying the successful candidate of a prize. Therefore, processing has taken the great effort. Moreover, into a prize, a lottery may be performed out of the correct answer person of quiz, a successful candidate may be determined, and the time and effort that the correct answer person of quiz must be classified from application mail in this case will be required further. In addition, after the end of a prize, it will remain in the place a lot of mail of whose which became unnecessary is a sponsor, and a sponsor will trouble to processing of this. Moreover, the questionnaire was made in many cases simultaneously with a prize, and the input to the computer of questionnaire data etc. has taken the great effort. While indicating the matter which had to prepare the postcard and the stamp on the other hand also for the applicant who subscribes for a prize, and met how to apply, an address etc. must be indicated in mail, and it is very troublesome.

[0003] It is (1) in order to solve this problem. "The application information gathering methods, such as a quiz questionnaire with a prize, and equipment" which perform a quiz questionnaire with a prize etc. using a telephone-communication network are proposed by Japanese Patent Application No. No. 3748 [ three to ] (JP,4-243360,A). The application information gathering methods, such as this quiz questionnaire with a prize, and equipment Telephone and a processing circuit are constituted possible [ communication ] through a telephone-communication network, and telephone minds a communication network. A processing circuit is called, it considers as the state which can communicate, telephone is questioned with voice from a processing circuit, the reply to the aforementioned question from telephone is received in a processing circuit, the reply is answered in a processing circuit, information is collected, and a store is carried out to exchangeable memory. And the hit blank of a prize is determined by the lottery out of the whole after progress of an application period.

[0004] Moreover, (2) The "prize application method" which inputs an answer from telephone is proposed by Japanese Patent Application No. No. 168600 [ three to ] (Japanese-Patent-Application-No. No. 22437 [ five to ] official report). this prize application method -- an outline -- it is performed by the following procedure First, prize \*\*\*\*\* gives a televiewer and a reader a question with prize how to apply by the advertisement and advertisement with television, a newspaper magazine, etc. The central information processor equipped with the exchange etc. receives the telephone got from a prize applicant to the given question. From a prize applicant, a central information processor collects the contact numbers of an answer and an applicant to the question for a personal identification number and prizes etc., and registers collected data into the database in central information equipment. If registration is completed, an applicant (calling party of a telephone) will be told about application procedure having been completed, and a telephone will be hung up. Data are accumulated with the above-mentioned procedure to the telephone got from the applicant within an application period. After application period progress, by the operation input of prize \*\*\*\*\* , a correct answer person is extracted and a successful candidate is chosen.

[0005] Mitigation of the effort in the applicant and sponsor of a prize is achieved by these. A sponsor's effort is mitigated especially sharply. However, since it hits and a blank is not known if it is not after carrying out predetermined period progress, the needs of the applicant who wants to know a result early are not matched. Moreover, after a hit blank is known, a sponsor contacts to an applicant, asks him and has to notify a blank. In addition, although supposing, "It replaces [ make / have you / it ] with a successful candidate's announcement with dispatch of a premium" is also often performed, no notice will also come to the person from whom it separated in this case eternally. Therefore, the applicant to whom a premium is not sent has often borne the doubt against procedure, such as a lottery and dispatch.

[0006] This problem can be canceled with "the lot equipment for an advertisement" (JP,5-1254,A) of Japanese Patent Application No. No. 183534 [ three to ]. Although it is invention made for the purpose of this lot equipment for an advertisement raising the degree of attention of the tissue paper distributed to advertisement / advertisement, and aiming at

improvement in advertisement and an effect of advertising The composition comes to have the distribution object which consists of tissue paper of unit protection a large number which displayed the lottery number of different \*\*, success-in-an-election premium information, and the telephone number for success-in-an-election number inquiries on outside packing etc., and the answerback which answers a success-in-an-election number inquiry through a charging-depending-on-amount-of-information circuit. Processing by this lot equipment for an advertisement is performed as follows. First, the lottery number (unique lottery number) and how to apply of different \*\* are indicated to tissue paper, and it distributes to many and unspecified people in the street. The receiver who received tissue paper telephones an answerback from telephone for example, via an information accounting circuit (common-name call-based system of Nippon Telegraph and Telephone CORP.). A receiver (applicant) can receive information, such as procedure at the time of the success in an election offered if needed [ a success-in-an-election number and if needed ] corresponding to the lottery number, from an answerback. Therefore, according to this lot equipment for an advertisement, there are profits that the time and effort which a hit blank turns out to be immediately, agrees with for an applicant's needs, hits also for a sponsor, and notifies to an applicant that a blank is can be saved.

[0007]

[Problem(s) to be Solved by the Invention] However, in attaching the lottery number of different \*\* and a success-in-an-election number being determined corresponding to the number, only a limitation can subscribe once about the lottery number of different \*\*. For example, when the lottery number of different \*\* is given to the tissue paper distributed in the street, one person does not get how many tissue paper so, and is about two pieces at once at most. Therefore, the number of times which those who got tissue paper can telephone is also found. Moreover, since weekly magazines are not the goods which no less than many one persons buy when the number of different \*\* is given to the weekly magazine, the number of times of an application will also become at once. By the way, the system of giving a part of telephone rate spent on the program reliance concerned as a bonus to those who provided the telephone network with a program by which telephone use is promoted depending on the telephone company is adopted. When sponsoring a prize using such a system, the sponsor of the prize which is a program provider if like by whom the number of times of the telephone an applicant telephones will be restricted cannot make a profit. Therefore, to offer the prize system by which a result can be known on that spot, and an applicant can subscribe repeatedly is desired.

[0008] Moreover, although market survey by means of communications including a telephone is performed conventionally, compared with the market survey in the street in shopping quarter etc., there is a problem of a low in the information value obtained. Therefore, to offer the market survey system which can perform market survey with high information value by communication is desired.

[0009]

[Means for Solving the Problem] Then, this invention persons came to complete this invention, as a result of inquiring wholeheartedly in view of such a trouble. That is, the communication prize system which is the 1st mode of this invention is constituted including a terminal unit, center equipment, and an information communication network in the telecommunications system by which a part of telex rate which the calling party in an information communication network pays to an information communication network operating company is paid to a \*\*\*\* person side, and/or the telecommunications system which can receive the charge of information offer from the information addressee whose information addresser who is a \*\*\*\* person in an information communication network is a calling party. Among these, a terminal unit has the data I/O section and the communications department at least, and in case it connects with center equipment through an information communication network and subscribes for a prize by operation of the applicant who is a calling party to the prize which the sponsor who is a \*\*\*\* person sponsors, it is used. Moreover, center equipment has the main-control section and the communications department at least, hits to the application from a terminal unit, judges a blank on that spot, and in case it answers a terminal unit through an information communication network and the aforementioned applicant is immediately notified of the result, it is used.

[0010] In the communication prize system of this invention, although a sponsor (the information communication network operating company itself is included) sponsors and manages a prize, this prize receives an application with an information communication network. An application is made by transmitting the information in which computer reading is possible to center equipment from a terminal unit. Center equipment judges a blank in the time of being in the state where the state, i.e., a telex rate etc., where a terminal unit and center equipment were connected by the information communication network is charged, and it answers the result to a terminal unit, with an accounting state held. Since an applicant understands a hit blank immediately, if he subscribes and excels in a prize again, he can once cut the connection state of a terminal unit and center equipment by doing in this way, and can subscribe again by it. Moreover, if an application is permitted without once cutting a connection state, it can subscribe again as it is. It becomes unnecessary thus, to hang the time and effort and costs of the hit blank of a prize which notify an applicant of a hit at least for a sponsor by judging and telling an applicant about the result immediately on that spot. And the application (that is, increase in use of an information communication network) repeated from the same people for a short period of time is expectable. On the other hand, for an applicant, since the result of a hit blank is known immediately, while matching an applicant's needs, in the case of the premium of a prize surely needed, the application to repeat is attained. Moreover, an applicant can use this communication prize system with game-feeling. Incidentally, although a part of telex rate which an applicant pays to an information communication network operating company is receivable from an information communication network operating company and a sponsor can receive the charge of information from an applicant, when an applicant subscribes for a prize repeatedly, the amount of money paid to a sponsor



from an information communication network operating company and the amount of money receivable as a charge of information offer from an applicant increase. In addition, "in a claim -- immediately, besides in the case of notifying the result, judging a hit blank on that spot and holding a connection state when once canceling connection of a terminal unit and center equipment, carrying out call origination again from an applicant side, connecting a terminal unit and center equipment and notifying a blank in this time of carrying out call origination again within a predetermined period, it contains in " And a \*\*\*\* person and a sponsor are not necessarily the same people about "the prize which the sponsor who is a \*\*\*\* person sponsors." It is commissioned to a \*\*\*\* person by the sponsor and he may execute execution of a prize by proxy.

[0011] Moreover, in the communication prize system of this invention, in order to urge the application to repeat to judgment of a hit blank, a terminal unit or center equipment generates a random number, and when this random number agrees in the value defined beforehand, it judges it as a hit (random number method). In addition, when not agreeing with the value defined beforehand, it can also be judged as a hit. Timing which generates a random number can be considered as the case where the specific key for displaying the intention of an application of a prize from a terminal unit is inputted. Incidentally, the character and numeric value which are determined by roulette, the throttle machine, etc. can be considered to be a random number. It replaces with a random number and an applicant inputs arbitrary signs from a terminal unit, and when this sign agrees with the sign defined beforehand, it can also be judged as a hit (sign method). In the case of a sign method, an applicant hits more directly and it can participate in a blank. As for the character, number, and sign which can be used as the number of sign positions, and a sign, it is good to suppose that an applicant is told in advance. In addition, a random number method and a sign method can also be used together. Furthermore, for example, an applicant can be made to be able to consider JANKEN as center equipment through a terminal unit, and a hit blank can also be judged. Moreover, center equipment can set quiz on that spot, can make an applicant able to answer, and can also decide to judge a hit blank. Moreover, for example, transmit game software to a terminal unit from center equipment, a game is made to perform to an applicant, it hits according to the result of a game, and a blank can also be judged. Moreover, an applicant is made to sing a song etc., it hits according to the evaluation, and a blank can also be judged. that is, per [ the spot ] (held the accounting state as) -- a blank -- if it is the means which can be judged, it will not be limited to the judgment technique of a specific hit blank It is good also as judging a hit blank by the terminal unit side, and transmitting the result of the hit blank to center equipment.

[0012] Moreover, the communication prize system of this invention is characterized by raising establishment of a hit, when a terminal unit or an applicant is beforehand registered into center equipment. As a means which raises the probability of a hit, a two-piece random number is generated to the case of a random number method, for example, the application of 1, and if either agrees in the value defined beforehand, judging it as a hit, then the probability of a hit can be raised. Moreover, when hitting by the game and judging a blank, the probability of a hit can be raised by making the borderline of a hit blank low. In addition, the means which raises the probability of a hit can adopt various means, without being limited to these. Incidentally, if a terminal unit and an applicant's data register with center equipment and are accumulated, the entry of data which an applicant performs from a terminal unit in the case of the application of a prize can also be simplified.

[0013] Moreover, the communication prize system of this invention is characterized by being what is performed through the electronic intelligence offered by onerous [ which exists on that a prize is what is performed through the goods transferred by onerous or onerous, or a communication network / onerous or onerous ]. Here, goods mean various goods, such as a magazine, a drink, direct mail, an automobile, and tissue paper, and it is not limited and interpreted. Moreover, in addition to goods, the prize performed through real estate, such as land and buildings, is also contained under the category of this invention. Furthermore, the prize performed through service is also contained under the category of this invention. Those to whom it was indicated by these goods or these goods were transferred, and those who received offer of service are notified of how to apply of a prize. In addition, an electronic intelligence is the homepage of the Internet etc. The prize performed through TV broadcast, a radio broadcasting and street broadcast of a town association, an advertising signboard, etc. in addition to what carried out [ aforementioned ] listing is also contained under the category of this invention.

[0014] Moreover, it is characterized by only for those as whom the prize inputted the specific password also being able to subscribe, and the communication prize system of this invention being carried by the electronic intelligence to which this password is distributed by onerous [ which exists on being indicated by the goods transferred by onerous or onerous, or a communication network / onerous or onerous ]. Here, the meaning of goods is not narrowly interpreted as aforementioned. Furthermore, when a password is distributed through TV broadcast, a radio broadcasting and street broadcast of a town association, an advertising signboard, etc., it is contained under the category of this invention. Moreover, when a password is notified of it and distributed orally, it is contained under the category of this invention. By distributing a password, the application of those other than the person who purchased the goods set as the object of a prize, and the application of those other than the person who received offer of the service set as the object of a prize can be eliminated, and it leads to offer promotion of the sales promotion and service of goods.

[0015] Moreover, center equipment is equipped with a database, the prize information about the prize in which the present application is possible at least is accumulated at this database, and the communication prize system of this invention is characterized by answering the information according to the inquiry to the aforementioned terminal unit out of prize information to the inquiry which leads the terminal unit from those who mean the application to a prize. Although there are those who make it a hobby to subscribe for a prize, according to the composition of this invention, such a man's needs can be matched. Moreover, for the sponsor of a prize, it leads to promotion of an application. Furthermore, the connect time to center equipment becomes long, and can raise a profit.

[0016] Moreover, the communication prize system of this invention is characterized by the aforementioned terminal unit

being a portable cellular phone or portable PHS.

[0017] Moreover, this invention is a terminal unit used for a communication prize system. It is desirable that the database of center equipment can be searched while this terminal unit can display alphabetic information.

[0018] Furthermore, the communication market survey system which is the 2nd mode of this invention is constituted including a terminal unit, center equipment, and an information communication network in the telecommunications system by which a part of telex rate which the calling party in an information communication network pays to an information communication network operating company is paid to a \*\*\*\* person side, and/or the telecommunications system which can receive the charge of information offer from the information addressee whose information addresser who is a \*\*\*\* person in an information communication network is a calling party. Among these, a terminal unit has the data I/O section and the communications department at least, and to the market survey which the sponsor who is a \*\*\*\* person performs, by operation of the respondent who is a calling party, it connects with center equipment through an information communication network, and it answers them to market survey. Moreover, center equipment gives a respondent the value by which the frame beforehand defined according to the contents of market survey was processed electronically while it has the main-control section and the communications department at least and records the reply from a terminal unit to market survey.

[0019] Here, a sponsor (the information communication network operating company itself is included) performs market survey. A respondent replies to market survey. As for the question for market survey, it is good to suppose that a question is transmitted to a terminal unit from center equipment according to operation of a respondent. Moreover, a respondent can also be beforehand told about the contents of a question with a magazine, direct mail, etc. The reply to market survey is made when a respondent transmits the information in which computer reading is possible to center equipment from a terminal unit. This draws a more exact and detailed reply from a respondent, and the value processed electronically aims it at raising the reliability of market survey, although given for the improvement in an incentive to a respondent. The improvement in an incentive by the value processed electronically does not require the time and effort of packing and dispatch like the gift in the former. This value processed electronically is a concept containing the so-called cybermoney. As for the 2nd mode of this invention, like the case of the 1st mode, a part of telex rate which a respondent pays to an information communication network operating company is receivable from an information communication network operating company, and a sponsor can receive the charge of information from a respondent. Here, it is made to communicate by a respondent's burden, or the charge of information is collected for discerning the volition to a respondent's market survey from a respondent. That is, even if a respondent pays costs, such as communication, when replying to market survey, high volition of the respondent who is going to reply to market survey is \*\*\*\*(ed), and, therefore, reliable data can be extracted. In addition, a \*\*\*\* person and a sponsor are not necessarily the same people about "the market survey which the sponsor who is a \*\*\*\* person performs" in a claim. It is commissioned to a \*\*\*\* person by the sponsor and he may execute execution of market survey by proxy.

[0020] Moreover, the communication market survey system of this invention is characterized by making a commercial transaction possible by the value processed electronically. Commercial transactions are shopping by the convenience store, the purchase of negotiable securities, use of a sport institution, etc.

[0021] Moreover, when a terminal unit or the aforementioned respondent is beforehand registered into center equipment, he restricts the communication market survey system of this invention, and it is characterized by giving a respondent the value received or processed electronically in the reply of market survey. Market survey which has high reliability by this can be performed. In addition, a terminal unit's age, sex, etc. of an owner (respondent) are registered into center equipment, and receiving a reply, then market survey which extracted the target can be performed based on this information.

[0022] Moreover, when the communication market survey system of this invention is connected to center equipment, a terminal unit sends information peculiar to this terminal unit. While center equipment receives information peculiar to the sent terminal unit, the information about the market survey in which the present reply is possible at least as a database, and the information about the owner of a terminal unit are accumulated. And the owner of a terminal unit is specified from information peculiar to the received terminal unit, and the information about the owner of a terminal unit, and out of the information about the market survey in which the present reply is possible, the information according to this owner of a terminal unit that specified is extracted, and it transmits to a terminal unit. Since the information about the market survey according to the calling party which is an owner of a terminal unit which can be answered is transmitted to a terminal unit according to this, a calling party can access quickly the information which does not take pains over informational choice and is needed. Moreover, for the sponsor of market survey, it leads to increase of the number of respondents. Here, the information about the market survey in which the present reply is possible is the conditions demanded as a respondent, for example, sex and age, an occupation, etc. Moreover, the information about the owner of a terminal unit is for example, a name, age, sex, etc. In addition, call origination may be carried out also from other than the owner of a terminal unit, and it may connect with center equipment. Therefore, when the information (a name, age, sex, and an occupation ..) about calling parties other than the owner of a terminal unit is accumulated to center equipment and a terminal unit and center equipment are connected, it is desirable that center equipment requires the input of the information which can discriminate a calling party individual of a terminal unit, and specifies a calling party. By doing in this way, it also becomes possible to extract the information according to this specified calling party out of the information about the market survey in which the present reply is possible.

[0023] And the terminal unit used for the communication market survey system of this invention is characterized by being a portable cellular phone or portable PHS. Usually, the owner can use a cellular phone and PHS chiefly, and they can improve the reliability of market survey as a result.

[0024]

[Embodiments of the Invention] << -- 1st mode>> -- below, the form of operation of the terminal unit used for the communication prize system and this which are the 1st mode of this invention is explained in detail with reference to a drawing Drawing 1 is drawing showing an example of the system configuration of a communication prize system. Drawing 2 is the example of a block diagram of the cellular phone as a terminal unit. Drawing 3 shows an example of the screen display of the cellular phone as a terminal unit. Drawing 4 is a flow chart which shows the example of a series of flows of a prize application.

[0025] The communication prize system of the form of the operation in the 1st mode of this invention is premised on the telecommunications system by which a part of telex rate which the calling party in an information communication network pays to an information communication network operating company is paid to a \*\*\*\* person side, and/or the telecommunications system with which the information addresser who is the aforementioned \*\*\*\* person in the aforementioned information communication network can receive the charge of information offer from the information addressee which is the aforementioned calling party. Here, the former telecommunications system is paid to the near \*\*\*\* person who receives a telephone for a part of telephone rate collected from the calling party which for example, a cellular-phone company etc. telephones on the occasion of the data communication by the non-voice as a bonus. Moreover, the latter telecommunications system is the so-called call-based system of for example, Nippon Telegraph and Telephone CORP. etc., and a calling party pays the charge of information (fixation, \*\*\*\*, and combined use) to an information provider (\*\*\*\* person) while paying a telephone rate to the telephone company.

[0026] [System configuration] The communication prize system 1 of the gestalt of this operation is constituted including a terminal unit 10, center equipment 20, and the information communication network 30, as shown in drawing 1.

[0027] (1) Terminal unit; In the gestalt of this operation, a terminal unit 10 is a cellular phone (the so-called PHS is included), and exist. [ many ] As for a cellular phone 10, it is desirable that those (applicant) who mean the application to a prize own. This cellular phone 10 is equipped with the data I/O section 11, the communications department 12, and the main-control section 13. In addition, a terminal unit 10 is not limited to a cellular phone 10, and what is a personal computer, an exclusive word processor, a game machine, etc., and is equipped with communication facility is contained.

[0028] A cellular phone 10 is equipped with input button 11a (a dialing key and function key), transmitter 11b, drop 11c, and 11d of earphones as the data I/O section 11. In addition, as a means for inputting data, you may have a jog dial and a touch panel. Input button 11a inputs the data which center equipment 20 requires, in order to fulfill the application conditions of a prize. As for drop 11c, it is desirable that it is what can display alphabetic information. Moreover, when information, an applicant's prize application history, etc. about the prize which can subscribe for center equipment 20 are formed into a \*\* database and the exterior to the reference of them is attained, it is desirable to introduce reference software into a cellular phone 10, and to enable it to search it by input button 11a (for a jog dial etc. to be included) so that this database can be searched. It is because it leads to the increase in an applicant etc. In addition, the cellular phone which can perform information retrieval is already known.

[0029] In the gestalt of this operation, the communications department 12 has NCU(communication network control unit)12a for data communication, and makes possible data communication other than speech communication. Moreover, the communications department 12 has Radio Communications Department 12b for performing radio. The main-control section 13 controls the data I/O section 11, the communications department 12, etc. in generalization.

[0030] (2) Center equipment; Next, center equipment 20 is equipped with the communications department 21, the main-control section 22, and external storage 23 in the gestalt of this operation. The sponsor (those to whom execution of a prize was commissioned from the sponsor are included) of a prize employs center equipment 20. This center equipment 20 hits to the application of a prize, judges a blank on that spot, and notifies an applicant of it.

[0031] It is desirable that data other than voice can be transmitted towards a cellular phone 10 while the communications department 21 can receive data other than the voice transmitted from a cellular phone 10. For example, if it enables it to transmit and receive an alphabetic data etc., close intention Bahnung with an applicant can be aimed at.

[0032] The main-control section 22 controls the center equipments 20 including the communications department 21 in generalization. This main-control section 22 performs that judgment which generating of a random number and the application of a prize are hits, or is a blank (you may perform generating of a random number by the cellular-phone 10 side). Moreover, it judges whether the password which the main-control section 22 required the input (voice input is included) of a password of the applicant, and was inputted only into those as whom the prize inputted the specific password (what consists of a number, a sign, etc.) when it was able to subscribe is just. In addition, external storage 23 is connected to this main-control section 22, and various data can be accumulated to the interior. As data to accumulate, they are the information (a holding period, the number data of a hit blank, the total of a hit, the kind of premium ..) about a prize, the information about the owner of a cellular phone, an applicant's application history, the information about the prize which can be subscribed, etc., for example.

[0033] The information about a prize is information which is needed for a sponsor when sponsoring prizes, such as hit number data for hitting in center equipment 20 and judging a blank, a total of a hit, and a kind, quantity of a premium. The information about the owner of a cellular phone is easy to be what changed the items mentioned to the application form indicated in a dealer at the time of the purchase of a cellular phone 10 into the data in which computer reading is possible. The information about the prize which can subscribe is "the prize to which the product of O\*\* company hits 200-person appearance having in Ox magazine" xx "in 500-person appearance" by the lottery, if you buy OO drink, there "there being a

prize which a personal computer's wins in the homepage of a \*\*Ox company", etc., and, as for this information, it is good to enable it to search from a cellular phone 10 by making the main-control section 22 into a search engine. It is because the number of applicants can be increased being able to use access to required information as easy.

[0034] In addition, center equipment 20 will send the result to a cellular phone 10 immediately, if a hit blank is judged (if lots are cast). here -- immediately -- \*\*\*\* -- everything but the meaning of without it hangs up the telephone got from the applicant once hangs up a telephone, and telephones an applicant again within a predetermined period -- making -- \*\* -- only the merits and demerits of time are not meant including the meaning to say However, as a gestalt of desirable operation, it is the former (without hanging up the telephone got from the applicant).

[0035] (3) Information communication network; The information communication network 30 is the cellular-phone line network 30 which a cellular-phone company manages in the gestalt of this operation. Center equipment 20 is connected with a cellular phone 10 by this cellular-phone line network 30. In addition, in the gestalt of this operation, a part of telephone rate which the applicant (calling party) of a prize pays to a cellular-phone company is paid to a sponsor (\*\*\*\* person side).

[0036] [Explanation of operation] Next, with reference to drawing 3, an example of operation in the communication prize system of the gestalt of this operation is explained. The communication prize structure of a system explained here is explained with reference to drawing 1 etc. In addition, center equipment 20 database-izes the information about the prize which can subscribe, is equipped with it, and can search this database now from the outside. Moreover, a cellular phone 10 can be searched by operating input button 11a of a cellular phone 10 for the information about the prize which was accumulated at center equipment 20 and which can be subscribed. Moreover, a cellular phone 10 presupposes that it registers with center equipment 20. Furthermore, a cellular phone 10 presupposes that alphabetic information can be displayed by drop 11c.

[0037] (1) Acquisition of the information about the prize which can subscribe; Although the owner of a cellular phone thinks that he will subscribe for a prize, he shall have what prize and shall not understand in what should just subscribe how. In such a case, the owner (that is, those who mean the application to a prize) of a cellular phone turns on a cellular phone 10 first. Then, "Menu" is displayed on drop 11c (S1). The owner of a cellular phone chooses "\*\*\* menu list." Then, a "menu list" is displayed on drop 11c (S2). Input button 11a is used on the occasion of selection of a menu. If a cellular phone 10 is equipped with a jog dial, a menu can also be chosen with a jog dial.

[0038] Next, since the owner of a cellular phone wants to subscribe for a prize, he chooses "\*\*\* PURAIZU center" from the "menu lists" displayed on drop 11c. In addition, the sponsor of a prize manages a PURAIZU center and center equipment 20 is placed into the PURAIZU center. By choosing a PURAIZU center from a menu list, a cellular phone 10 carries out call origination automatically, and connects with a PURAIZU center (that is, center equipment 20). Even if it applies this PURAIZU center to management of the cellular-phone company itself, you may apply it to management of the other person. Although a telex rate is stored in a cellular-phone company from a calling party, this telex rate can be interpreted as the charge of information offer.

[0039] If it connects with a PURAIZU center, the category list used as the medium of the prize of "\*\*\* magazine", "\*\*\* newspaper", "\*\*\*TV program", etc., etc. will be displayed on drop 11c, and it will go into reference mode (S3). In addition, it is accumulated in center equipment 20 and the information about the prize which was database-ized so that reference might be possible from the exterior and which can be subscribed can be searched in reference mode from a cellular phone 10. Here, suppose that "\*\*\* magazine" is chosen. Then, the sub category of "\*\*\* boys' comics magazine", "\*\*\* youth comics magazine", "\*\*\* common weekly magazine", etc., etc. is displayed (S4). The tree search of the information about the prize which can subscribe can be carried out in this way. In addition, it is good also as referring to a keyword.

[0040] And the owner of a cellular phone chooses a menu according to liking one after another with "\*\*\* boys' comics magazine" -> "\*\*\* boy Ox" -> "the 5/26 sale No. 19" (S4-S6). Then, the concrete prize name of "\*\*\* reader questionnaire present 153p", "\*\*\* film preview 244p", "\*\*\*OO company game machine present 288p", etc., etc. is displayed (S7). Thereby, the owner (that is, those who mean the application to a prize) of a cellular phone can receive the information about the prize which can subscribe.

[0041] (2) Application to a prize; Those (that is, applicant) who mean the application to a prize purchase sale No. 19 at a bookstore etc. on boy Ox May 26, after hanging up a telephone based on the information which carried out in this way and came to hand. And how to apply to the prize which has appeared in boy Ox is seen, and center equipment 20 can be again telephoned from a cellular phone 10, and it can connect with a PURAIZU center, and can subscribe for a prize. In addition, in S7, when it is the prize which can subscribe directly from reference mode, if an applicant chooses "\*\*\* reader questionnaire present 153p", he will shift to application mode from reference mode (S8). In this case, it shifts to application mode, with the telephone line connected.

[0042] Please input most interesting work No. application mode -- the "questionnaire present" from center equipment 20, and "-- \*\* -- the question of the questionnaire of " etc. is made (S8) An applicant goes responding to a questionnaire by the two-way communication of a cellular phone 10 and center equipment 20. And after a questionnaire end, when there are two or more premiums, with a message [ "please input No. of the premium of which \*\* hope is done" ], it is transmitted from center equipment 20 and (S9) and the data about a list of a premium are displayed on drop 11c (outside of illustration). An applicant chooses No. of a favorite premium by input button 11a. A list of this premium is good also as displaying in reference mode.

[0043] if an applicant chooses No. of a favorite premium by display button 11a -- next time -- "-- your plastic IZUA dress is appended and it subscribes YES A message with NO" is displayed (S10). This is a display in case the cellular phone 10 is registered into center equipment 20. The main-control section 22 judges whether the cellular phone 10 is what is registered into center equipment 20 from the information about the owner of the cellular phone remembered to be data about an

identification number peculiar to the cellular phone 10 sent from the cellular phone 10 in a connection state by external storage 23, and if center equipment 20 is the registered cellular phone 10, it will transmit the message in S10 to a cellular phone 10.

[0044] Here, if an applicant chooses YES from input button 11a, the message of "please input ply ZUPASU WORD" is displayed and it will be in the state waiting for an input (S10). An applicant inputs the ply ZUPASU WORD appointed beforehand, and transmits to center equipment 20. Thereby, center equipment 20 (main-control section 22) can attest whether an applicant and the owner of a cellular phone are in agreement, can be cleared in the so-called " and can prevent the damage by ". In addition, ply ZUPASU WORD is beforehand memorized by the external storage 23 of center equipment 20. And if ply ZUPASU WORD is right, although an application will be received, an applicant does not need to input the information (user name etc.) which specifies an individual by input button 11a etc. This information is because the external storage 23 of center equipment 20 memorizes. Therefore, an applicant's burden is mitigated. If ply ZUPASU WORD is not right, depending on the case, an input for the second time is required, a circuit is cut, and improper use of a cellular phone 10 is prevented.

[0045] In addition, when a cellular phone 10 is not what was registered into center equipment 20, an applicant inputs the information (a user name, ID, etc.) which can specify the applicant individual whom center equipment 20 requires from input button 11a, and transmits to center equipment 20. If the information which specifies the individual whom center equipment 20 requires is inputted and an individual is able to be specified, center equipment 20 will receive the application to a prize. Here, the input of the ply ZUPASU WORD for attesting him etc. is good also as what is performed in reference mode. Moreover, you may omit. A password is inputted when requiring the input of password with the another center equipment 20 besides the input of ply ZUPASU WORD. For sales promotion of goods, or offer promotion of service, this password is told, when specific goods are purchased or offer of specific service is received. If a password is not inputted by the case where the input of this password is required, it is desirable to suppose that an application is not received.

[0046] (3) Judgment of a hit blank; Although judgment of a hit blank will be performed on that spot if an application is received, for this judgment, the main-control section 22 generates a random number with registration of an application, and when this generated random number agrees in the value which was registered into external storage 23 and which was defined beforehand, it can be judged as a hit. Moreover, when not agreeing in the value defined beforehand, it can also be judged as a hit. A random number is generated in a cellular-phone 10 side, and may be transmitted to center equipment 20. As judgment of another hit blank, an applicant inputs the arbitrary signs of a predetermined number of digits from input button 11a of a cellular phone 10, and it transmits to the aforementioned center equipment 20, and when this sign agrees to the sign defined beforehand, it can be judged as a hit. Moreover, when not agreeing to the sign defined beforehand, it can also be judged as a hit. Furthermore, when quiz is able to be set from center equipment 20 and it is able to reply to this as judgment of another hit blank, judge it as a hit, or transmit game software to a cellular phone 10 from center equipment 20, a cellular phone 10 is made to perform a game to an applicant, it hits according to the result, and a blank may be judged. What is necessary is just the form which a result understands immediately for an applicant. In addition, it is good also as raising the probability of a hit on the occasion of judgment of a hit blank to the application from those who inputted ply ZUPASU WORD, i.e., the application from the cellular phone 10 registered into center equipment 20.

[0047] If it hits to an application and a blank is determined, center equipment 20 will transmit the result to a cellular phone 10, and will notify an applicant of it. A result is displayed on drop 11c of a cellular phone 10, and an applicant can know having won the prize or whether it separated. You may perform a notice to an applicant by having voice. For example, a sound signal composition circuit is established in center equipment 20, the compound sound signal is transmitted to a cellular phone 10, and it carries out by uttering voice from 11d of earphones.

[0048] Center equipment 20 performs the following notices to an applicant if needed, after notifying the blank of a hit.

**\*\* Give explanation about the delivery method of a prize etc. to the applicant who won the prize.**

**\*\* Explain the purport that it can subscribe again to the applicant from whom it separated in the prize. In addition, you may perform this explanation to the applicant who won the prize.**

[0049] A prize is ended when all the prizes of the quantity defined beforehand have stopped having hit. Moreover, it is good also as ending, when the application period of a prize is set beforehand and an application period expires.

[0050] [Explanation of a series of flows] With reference to drawing 4, a series of flows of the communication prize system in the form of operation of this invention are explained. First, the owner (it is those who are got blocked and mean the application to a prize, and is an applicant) of a cellular phone chooses the menu of a cellular phone 10 (s1), and connects with a PURAIZU center (s2). Next, the information about the prize which can subscribe is searched in reference mode (s3). An application will be canceled if there is no prize to mean (s4). There is a prize to mean, and if a direct application is possible, it will shift to application mode (s10). Although there is a prize to mean, when it cannot subscribe directly, connection with a PURAIZU center is canceled (connection may be continued), and how to apply comes to hand (s6, s7). In addition, when it cannot subscribe directly, the password for an application is given to goods, and in order to be an application, the case where these goods need to be purchased etc. is included. Those who mean the application to the prize which received how to apply choose the menu of a cellular phone 10 (s8), and connect with a PURAIZU center (s9). And it shifts to application mode (s10). In addition, when those who mean the application to a prize are not based on reference mode but **\*\*** also knows how to apply from the beginning, you may shift to application mode from the beginning.

[0051] In application mode (s10), the input of the reply to various questionnaires, personal data, a password, etc. is performed if needed. And the intention of an application is checked (s11), and when there is no volition of an application temporarily, it ends. When there is an intention of an application, an application is received (s12), and it hits on that spot by the technique of

aforementioned having given explanation, and a blank is judged (s13).

[0052] If a hit blank is determined, center equipment 20 will transmit the result to a cellular phone 10, and will notify an applicant of it. The notice of a hit is performed to the applicant who won the prize (s14). The notice of a blank is performed to the applicant from whom it separated (s15). After the notice of a blank sends the message of a purport which can subscribe again if needed (s16). And the intention of a re-application is checked (s17), when there is no volition of a re-application, it ends, and an application is received when there is an intention of a re-application (s12). It can also carry out to making it perform, once a re-application cancels connection with center equipment 20. In addition, you may permit a successful candidate a re-application.

[0053] In the range which does so the purpose and effect of this invention, change implementation of the communication prize system which was explained above and which is the 1st mode of this invention can be carried out suitably, without being limited to said gestalt of operation. A communication terminal is limited to neither a cellular phone nor PHS, although a cellular phone and PHS are excellent from a mobility (mobility) viewpoint. An telecommunications system contains the Internet, the communication system which a company manages for in the company, the communication system which cities, towns and villages manage uniquely. Moreover, the charged homepage of the Internet etc. is contained in the telecommunications system from which a sponsor can receive the charge of information.

[0054] << -- 2nd mode >> -- below, the gestalt of operation of the terminal unit used for the communication market survey system and this which are the 2nd mode of this invention is explained in detail with reference to a drawing Drawing 5 shows an example of the screen display of the cellular phone as a terminal unit. Drawing 6 is a block diagram which illustrates the flow of the value processed electronically. In addition, in the 2nd mode of this invention, a component, a component, etc. which are common in the 1st mode of this invention attach and explain the same sign with reference to the drawing used when explaining the 1st mode of this invention.

[0055] The communication market-survey system of the gestalt of the operation in the 2nd mode of this invention is premised on the telecommunications system of the gestalt of the operation in the 1st mode of this invention, the telecommunications system by which a part of telex rate which the calling party in an information communication network pays to an information communication network operating company is similarly paid to a \*\*\*\* person side, and/or the telecommunications system with which the information addresser who is the aforementioned \*\*\*\* person in the aforementioned information communication network can receive the charge of information offer from the information addressee which is the aforementioned calling party.

[0056] [System configuration] The communication market survey structure of a system of the gestalt of the operation in the 2nd mode of this invention is the same as that of the communication prize structure of a system of the gestalt of the operation in the 1st mode of the already explained this invention almost, and it is constituted including a terminal unit 10, center equipment 20, and the information communication network 30 (refer to drawing 1 ).

[0057] (1) Terminal unit; In the gestalt of this operation, a terminal unit 10 is a cellular phone (the so-called PHS is included), and exist. [ many ] As for a cellular phone 10, it is desirable from a security side and the field of the improvement in reliability of market survey that those who are going to reply to market survey own. This cellular phone 10 is equipped with the data I/O section 11, the communications department 12, and the main-control section 13. In addition, a terminal unit 10 is not limited to a cellular phone 10.

[0058] What was explained in the 1st mode of this invention, and the same thing can be used for a cellular phone 10. In addition, to the question of market survey, it answers by input button 11a. Moreover, when the information about the market survey which can be answered to center equipment 20 is accumulated and database-ized and the exterior to the reference of it is attained, it is desirable to introduce reference software into a cellular phone 10, and to enable it to search it by input button 11a (for a jog dial etc. to be included) so that this database can be searched. It is because access to required information can be made easy and it leads to the increase in the number of respondents.

[0059] In the gestalt of this operation, the communications department 12 has NCU(communication network control unit)12a for data communication, and makes possible data communication other than speech communication. Moreover, the communications department 12 has Radio Communications Department 12b for performing radio. The main-control section 13 controls the data I/O section 11, the communications department 12, etc. in generalization.

[0060] (2) Center equipment; Next, center equipment 20 is equipped with the communications department 21, the main-control section 22, and external storage 23 in the gestalt of this operation. The sponsor (those to whom execution of market survey was commissioned from the sponsor are included) of market survey employs center equipment 20. This center equipment 20 transmits the question for market survey to a cellular phone 10 if needed, receives the reply to the market survey from a cellular phone 10, and memorizes it to external storage 23.

[0061] The value by which the frame beforehand set that registration of a reply ends center equipment 20 was processed electronically is given to a respondent. as value processed electronically, the IC card [, such as a network /, such as \*\* "e-cache" (DigiCash; -- Holland), / type thing, or \*\* "the Mondex money" (;, such as National Westminster Bank, -- English), "SVC (Stored Value Card) etc.", ] type thing is known This inner SVC is the so-called closed mold, and can raise a "VISA cache" (VISA International) etc. as an example of representation of SVC. Although the value processed electronically is given as remuneration to the reply of market survey, if remuneration is worthy, the incentive which replies to a respondent's market survey will increase (that is, the reliability over the result of market survey increases). Therefore, as for the value processed electronically, it is desirable that it is what can settle various commercial transactions by this. Grant and its use of this value processed electronically are explained later.



[0062] It is desirable that data other than voice can be transmitted towards a cellular phone 10 while the communications department 21 can receive data other than the voice transmitted from a cellular phone 10. For example, if it enables it to transmit and receive an alphabetic data etc., close intention Bahnung with a respondent can be aimed at, and an exact reply can be obtained.

[0063] The main-control section 22 controls the center equipments 20 including the communications department 21 in generalization. External storage 23 is connected to this main-control section 22, and various data can be accumulated to the interior. As data to accumulate, they are the information (the category and the number to be admitted of investigation - holding period, object age, object sex and an object occupation, the frame of value to give and that was processed electronically ..) about market survey, the information about the owner of a cellular phone, a respondent's reply history (the amount of accumulating totals of the value processed electronically is included), the information about the market survey which can be answered, etc., for example.

[0064] The information about market survey and the information about the owner of a cellular phone are utilized mainly as a sponsor's internal information. The information about the owner of a cellular phone is easy to be what changed the items mentioned (a name, age, and sex ..) to the application form indicated in a dealer at the time of the purchase of a cellular phone 10 into the data in which computer reading is possible. When receiving a reply also from other than the owner of a cellular phone, the need of accumulating the information (a name, age, and sex ..) about this respondent arises from the point of the improvement of reliability to the result of the improvement in security, and market survey. When it is not the object age when the age of the owner of a cellular phone is required of market survey, it can avoid receiving a reply using the information (information about a respondent) about the owner of a cellular phone, and the information about market survey. The information about the market survey which can be answered is "the questionnaire, object age and object sex" of Ox automobile, "a questionnaire, object age, etc. of ◇◇ beer ..", etc., and, as for this information, it is good to enable it to search from a cellular phone 10 by making the main-control section 22 into a search engine. [ .. ] It is because access to required information can be made easy and the number of respondents can be increased.

[0065] As for this main-control section 22, it is good to judge whether the cellular phone 10 is what is registered into center equipment 20 from the information about the owner of the cellular phone remembered to be data about an identification number peculiar to the cellular phone 10 sent from the cellular phone 10 in the connection state which the communications department 21 received by external storage 23. By doing in this way, when center equipment 20 has got the telephone call from the cellular phone 10, the information (a name, age, sex and an occupation, ..) about the owner of a cellular phone and the information about market survey are collated, and center equipment 20 extracts the information about the market survey which was adapted for the owner of a cellular phone, and can send to a cellular phone 10. Consequently, the owner (calling party) of a cellular phone can access the information to need quickly. Moreover, since call origination may be carried out also from other than cellular-phone 10 registered when a calling party and the owner of a cellular phone were not in agreement, it is good also as composition of the center equipment 20 which sends the information about the market survey which required the user name and the password from the calling party, and was adapted for the calling party based on this, and which can be answered to a cellular phone 10.

[0066] (3) Information communication network; The information communication network 30 is the cellular-phone line network 30 which a cellular-phone company manages in the gestalt of this operation. Center equipment 20 is connected with a cellular phone 10 by this cellular-phone line network 30. In addition, in the gestalt of this operation, a part of telephone rate which a respondent (calling party) pays to a cellular-phone company is paid to a sponsor (\*\*\*\* person side).

[0067] [Explanation of operation] Next, with reference to drawing 5 and drawing 6, an example of operation in the communication prize system of the gestalt of this operation is explained. The communication prize structure of a system explained here is explained with reference to drawing 1 etc. A cellular phone 10 shall display alphabetic information by drop 11c.

[0068] (1) Reply to market survey; Although the owner of a cellular phone thinks that he will reply to market survey, he shall not understand [ how if what market survey occurs and it carries out, it can participate, and ]. Even in such a case, the owner (that is, those who are going to reply to market survey) of a cellular phone turns on a cellular phone 10 first. Then, "Menu" is displayed on drop 11c (S1). The owner of a cellular phone chooses "\*\*\* menu list." Then, a "menu list" is displayed on drop 11c (S2). Input button 11a is used on the occasion of selection of a menu. If a cellular phone 10 is equipped with a jog dial, a menu can also be chosen with a jog dial.

[0069] Next, since the owner of a cellular phone wants to reply to market survey, he chooses "\*\*\* research center" from the "menu lists" displayed on drop 11c. In addition, the sponsor of a prize manages a research center and center equipment 20 is placed into this research center. By choosing a research center from a menu list, a cellular phone 10 carries out call origination automatically, and connects with a research center (that is, center equipment 20). Even if this research center starts management of the cellular-phone company itself, it may start management of the other person. Although a telex rate is stored in a cellular-phone company from a calling party, this telex rate can be interpreted as the charge of information offer.

[0070] If it connects with a research center, center equipment 20 will judge whether the main-control section 22 is that by which the cellular phone 10 is registered into center equipment 20 from the information about the owner of the cellular phone remembered to be data about an identification number peculiar to the cellular phone 10 sent from the cellular phone 10 in a connection state by external storage 23. And if it is the registered cellular phone 10, a message [ "please input the password registered into your research center" ] will be transmitted to a cellular phone 10. The input of a password is required because of authentication of him ], and it is for raising the reliability over the result of market survey. It is good to refuse to reply to

market survey, without requiring the input of a password, when a cellular phone 10 is not what was registered into center equipment 20. In addition, you may require the input of a password, without judging whether a cellular phone 10 is what is registered into center equipment 20. It is because the reliability over the result of market survey can be collateralized if a □AWINGS□ON OF DRAWINGS□with a password.

[0071] If a password is inputted correctly, the content of a research of a "\*\*\*Ox automobile", "\*\*\*◇◇ beer", etc., etc. will be displayed on drop 11c (S4). Center equipment 20 takes up the information about the market survey which suited the conditions of the owner of a cellular phone and which can be answered from the information about the market survey which can be answered, and the information about the owner of a cellular phone, and the content of a research displays. In addition, when the input of a password is not right, as for center equipment 20, it is desirable to refuse to reply to market survey. It is for increasing the reliability of market survey.

[0072] The owner (that is, respondent) of a cellular phone chooses a "\*\*\*Ox automobile" from the displayed contents of a research. Then, please choose from the following the color it is sensed with the image of a "\*\*\*Ox automobile that matches well most, and input it. The display with .." is made (S5), and a respondent goes responding to the question about the market survey emitted from center equipment 20.

[0073] If it replies to all the questions about the market survey from center equipment 20, the display with "thank you for a reply", "this time addition valve flow coefficient point 500P", and "accumulating-totals valve flow coefficient point 1,500P" will be made by drop 11c, and center equipment 20 will give the value processed electronically by the respondent to it. In addition, enough frames for the frame of value which is given to a respondent and which was processed electronically to aim at improvement in an incentive of a respondent are set up (it shall differ according to the issue of market survey). Market survey is continued until a set-up number of replies are obtained in the set-up period. Statistical processing etc. is made by the result of market survey.

[0074] [Grant and its use of the value processed electronically] The example about grant and its use of the value processed electronically is explained with reference to drawing 6. In addition, the frame of value processed electronically is equivalent to valve flow coefficient point in drawing 5. The value processed electronically has economical value and generates it with center equipment 20. The generated value which was processed electronically is charged by ATM25 through a dedicated line. This ATM25 is suitably installed in shopping quarter etc. Although the value by which the frame defined according to the contents of a question of market survey (reply) was processed electronically is given to the respondent who replied to market survey, IC card 15 is beforehand distributed to the respondent. A respondent can pull out the value which was given from ATM25 and which was processed electronically. The pulled-out value which was processed electronically is accumulated at IC card 15 (charge). On the occasion of the drawer from ATM25 of the value processed electronically, a respondent inputs a personal identification number etc. into ATM25, and performs his authentication.

[0075] A respondent can do some shopping by 40, such as a store, by the IC card by which the value processed electronically was accumulated. Settlement of dealing of goods in 40, such as a store, is performed with the value which was accumulated at IC card 15 and which was processed electronically. Corresponding to this IC card 15, the R/W equipment (lead & writer) of an IC card is installed in 40, such as a store. After goods purchase, the value by which the frame [ frame / of value / which was accumulated at IC card 15 / which was processed electronically ] according to the prices of goods was processed electronically was deducted. On the other hand, the operating condition of the value by IC card 15 processed electronically etc. is accumulated at R/W equipments of 40, such as a store. 40, such as a store, asks center equipment 20 for liquidation according to the operating condition of the value processed electronically.

[0076] In the range which does so the purpose and effect of this invention, change implementation of the communication market survey system which was explained above and which is the 2nd mode of this invention can be carried out suitably, without being limited to said form of operation. A communication terminal is limited to neither a cellular phone nor PHS, although a cellular phone and PHS are excellent from a mobility (mobility) viewpoint. An telecommunications system contains the Internet, the communication system which a company manages for in the company, the communication system which cities, towns and villages manage uniquely. Moreover, the charged homepage of the Internet etc. is contained in the telecommunications system from which a sponsor can receive the charge of information. Moreover, the value (IC card) processed electronically is not limited to what [ SVC-/ a thing ] that gave / aforementioned / explanation. Furthermore, the 2nd mode of this invention can also be carried out combining the 1st mode.

[0077]

[Effect of the Invention] According to the communication prize system which is the 1st mode of this invention, while the result of the hit blank of a prize is known immediately, the application which the applicant of a prize repeats is attained. Moreover, long time-ization of a connect time can be attained. Moreover, access to the information which an applicant (those who mean the application to a prize) needs can be made easy, and, thereby, the number of applicants can be increased. According to the communication market survey system which is the 2nd mode of this invention, though it is the market survey through means of communications, reliable results of an investigation can be brought about. Moreover, access to the information which a respondent (those who are going to reply to market survey) needs can be made easy, and, thereby, the number of respondents can be increased.



\* NOTICES \*

Japan Patent Office is not responsible for any damages caused by the use of this translation.

1. This document has been translated by computer. So the translation may not reflect the original precisely.
2. \*\*\*\* shows the word which can not be translated.
3. In the drawings, any words are not translated.

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CLAIMS

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[Claim(s)]

[Claim 1] The telecommunications system by which a part of telex rate which the calling party in an information communication network pays to an information communication network operating company is paid to a \*\*\*\* person side, and/ Or it sets to the telecommunications system with which the information addresser who is the aforementioned \*\*\*\* person in the aforementioned information communication network can receive the charge of information offer from the information addressee which is the aforementioned calling party. It is constituted including a terminal unit, center equipment, and the aforementioned information communication network. the aforementioned terminal unit By operation of the applicant who is the aforementioned calling party to the prize which has the data I/O section and the communications department at least, and the sponsor who is the aforementioned \*\*\*\* person sponsors It connects with the aforementioned center equipment through the aforementioned information communication network, and subscribes for the aforementioned prize. the aforementioned center equipment The communication prize system characterized by having the main-control section and the communications department at least, hitting to the aforementioned application from the aforementioned terminal unit, judging a blank on that spot, answering the aforementioned terminal unit through the aforementioned information communication network, and notifying the aforementioned applicant of the result immediately.

[Claim 2] It is what judgment of a blank generates the random number of a number of digits predetermined in the aforementioned main-control section to the aforementioned application, judges to be a hit when agreeing in the value as which this random number was determined beforehand, and is judged to be a blank per above when not agreeing, And/or, on the occasion of the aforementioned application, the aforementioned applicant inputs the arbitrary signs of a predetermined number of digits from the data I/O section of the aforementioned communication terminal, and transmits to the aforementioned center equipment. The communication prize system according to claim 1 characterized by being what judges to be a hit when this sign agrees to the sign defined beforehand, and judged to be a blank when not agreeing.

[Claim 3] The communication prize system according to claim 1 or 2 characterized by raising establishment per above when the aforementioned terminal unit or the aforementioned applicant is beforehand registered into the aforementioned center equipment.

[Claim 4] A communication prize system given in any 1 term of the claim 1 characterized by being what performed through the electronic intelligence offered by onerous [ which exists on that the aforementioned prize is what is performed through the goods transferred by onerous or onerous, or a communication network / onerous or onerous ], or a claim 3.

[Claim 5] A communication prize system given in any 1 term of the claim 1 to which only those as whom the aforementioned prize inputted the specific password can also subscribe, and this password is characterized by being carried by the electronic intelligence distributed by onerous [ which exists on being indicated by the goods transferred by the aforementioned onerous one or onerous, or the aforementioned communication network / onerous or onerous ], or a claim 4.

[Claim 6] A communication prize system given in any 1 term of the claim 1 characterized by to answer the information according to the aforementioned inquiry to the aforementioned terminal unit out of the aforementioned prize information to the inquiry which leads the aforementioned terminal unit from those who the aforementioned center equipment is equipped with a database, and the prize information about the prize in which the present application is possible at least is accumulated at this database, and mean the application to a prize, or a claim 5.

[Claim 7] A communication prize system given in any 1 term of the claim 1 characterized by the aforementioned terminal unit being a portable cellular phone or portable PHS, or a claim 6.

[Claim 8] The terminal unit used for a communication prize system given in any 1 term of a claim 1 or a claim 7.

[Claim 9] The telecommunications system by which a part of telex rate which the calling party in an information communication network pays to an information communication network operating company is paid to a \*\*\*\* person side, and/ Or it sets to the telecommunications system with which the information addresser who is the aforementioned \*\*\*\* person in the aforementioned information communication network can receive the charge of information offer from the information addressee which is the aforementioned calling party. It is constituted including a terminal unit, center equipment, and an information communication network. the aforementioned terminal unit By operation of the respondent who is the aforementioned calling party to the market survey which has the data I/O section and the communications department at least, and the sponsor who is the aforementioned \*\*\*\* person performs It connects with the aforementioned center equipment through the aforementioned information communication network, and replies to the aforementioned market survey. the aforementioned center equipment The communication market survey system characterized by giving the aforementioned

respondent the value by which the frame beforehand defined according to the content of the aforementioned market survey was processed electronically while having the main-control section and the communications department at least and recording the reply from the aforementioned terminal unit to the aforementioned market survey.

[Claim 10] The communication market survey system according to claim 9 characterized by making a commercial transaction possible by the value by which electronic processing was carried out [ aforementioned ].

[Claim 11] The communication market survey system according to claim 9 or 10 characterized by giving the aforementioned respondent the value by which he restricted when the aforementioned terminal unit or the aforementioned respondent was beforehand registered into the aforementioned center equipment, and receptionist or the aforementioned electronic processing was carried out in the reply of the aforementioned market survey.

[Claim 12] The aforementioned terminal unit sends the information that it is peculiar to this terminal unit when it connects with the aforementioned center equipment. the aforementioned center equipment While receiving information peculiar to the terminal unit by which dispatch was carried out [ aforementioned ], the information about the market survey in which the present reply is possible at least as a database, and the information about the owner of the aforementioned terminal unit are accumulated. The owner of the aforementioned terminal unit is specified from information peculiar to the terminal unit which carried out [ aforementioned ] reception, and the information about the owner of the aforementioned terminal unit. A communication market survey system given in any 1 term of the claim 9 characterized by extracting the information according to this owner of a terminal unit that specified, and transmitting to the aforementioned terminal unit out of the information about the market survey in which the aforementioned present reply is possible, or a claim 11.

[Claim 13] A communication market survey system given in any 1 term of the claim 9 characterized by the aforementioned terminal unit being a portable cellular phone or portable PHS, or the claim <DP N=0003> term 12.

[Claim 14] The terminal unit used for a communication market survey system given in any 1 term of a claim 9 or a claim 13.

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[Translation done.]